

SERFF Tracking Number: UHLC-128482590 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
 Company Tracking Number: TV300ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/TV300ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-128482590 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num:

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV300ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick,

Bobbie Walton, Lisa Muhammad

Date Submitted: 06/15/2012

Disposition Date: 06/20/2012

Implementation Date Requested:

Disposition Status: Filed-Closed

State Filing Description:

Implementation Date:

General Information

Project Name: ADVERTISING

Status of Filing in Domicile: Not Filed

Project Number: TV300ST

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Group

Submission Type: New Submission

Group Market Size: Large

Group Market Type: Association

Overall Rate Impact:

Filing Status Changed: 06/20/2012

State Status Changed: 06/20/2012

Deemer Date:

Created By: Lisa Muhammad

Submitted By: Lisa Muhammad

Corresponding Filing Tracking Number: TV300ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

When the consumer enters the GoLong.com web address into their browser, they will link to one of the landing pages approved on 9/29/2011 under UHLC-127624787 – WB25343ST, WB25344ST, or WB25125ST (9/11) – where they will

SERFF Tracking Number: UHLC-128482590 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number:

Company Tracking Number: TV300ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/TV300ST

have the opportunity to request product information be sent to them. When the consumer does a Google search of GoLong.com, they will be taken to WB25351ST, approved on 11/17/2011, under UHLC-127821159.

State Narrative:

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
185 Asylum Street	Group Code: 707	Company Type: Life and Health
Hartford, CT 06103	Group Name:	State ID Number:
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

Filing Fees

Fee Required? Yes

Fee Amount: \$50.00

Retaliatory? No

Fee Explanation: \$50.00 X 1 = \$50.00

Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	06/15/2012	60178894

SERFF Tracking Number: UHLC-128482590 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number:
Company Tracking Number: TV300ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV300ST

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	06/20/2012	06/20/2012

SERFF Tracking Number: UHLC-128482590 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:*
Company Tracking Number: TV300ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/TV300ST

Disposition

Disposition Date: 06/20/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

State: *Arkansas*

State Tracking Number:

MS08G.001 Plan A 2010

Project Name/Number: ADVERTISING/TV300ST

Supporting Document Form

SERFF Tracking Number: UHLC-128482590 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number:

Company Tracking Number: TV300ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/TV300ST

Form Schedule

Lead Form Number: TV300ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Status Filed-Closed 06/20/2012	TV300ST	Advertising	TELEVISION AD	Initial		45.000	TV300ST.pdf

VIDEO	AUDIO
<p>1. Open on musicians practicing at home. It's the early 60's.</p> <p>COMPONENT CODE: TV300ST</p>	<p>SOUND EFFECTS (SFX): DRUMMER CLICKS STICKS TO START JAM.)</p>
<p>2. Band continues playing. Cut to wide shot.</p> <p>COMPONENT CODE: TV300ST</p>	<p>(SFX: BAND STARTS PLAYING SONG)</p>
<p>3. Cut to medium shot of bass player and drummer.</p>	<p>(SFX: BAND CONTINUES PLAYING)</p>
<p>4. Cut to close up (CU) of keyboard player.</p>	<p><u>AUDIO VOICE OVER (AVO):</u> It started long ago.</p>
<p>5. Cut back to wide shot of band.</p>	<p>(SFX: BAND CONTINUES PLAYING)</p>
<p>6. Cut to CU of guitarist.</p>	<p><u>AVO:</u> The joy of giving something...</p>
<p>7. Cut to keyboard player's reaction.</p>	<p>...everything you've got.</p>
<p>8. Cut to bass player's reaction.</p>	<p>(SFX: BAND CONTINUES PLAYING)</p>
<p>TV300ST</p>	

VIDEO	AUDIO
9. Cut back to wide shot of band as they come to a stop together.	It takes passion.
10. Medium shot of guitar player beginning a slide solo.	(SFX: GUITAR SOLOS)
11. Cut to CU of guitarist's hand sliding down guitar neck.	And it's not...
12. Dissolve to CU of current day guitar player's hand finishing the lick.	...letting up anytime soon.
13. Cut to medium shot of guitar player and drummer.	(SFX: CURRENT DAY BAND CHANGES SONG DIRECTION)
14. Wide shot of current day band members.	(SFX: BAND CONTINUES)
15. Cut to CU of drummer with bass and keyboard player in background.	If you're eligible for Medicare,
16. Cut to CU of bass player's hands.	you might know it only...
TV300ST	

VIDEO	AUDIO
<p>17. CU of camera panning across band pictures.</p> <p>SUPER: Medicare only covers about 80% of Part B.</p> <p>18. Cut to medium shot of guitars.</p> <p>SUPER: The rest is up to you.</p> <p>19. Cut to CU of drum head.</p> <p>SUPER: AARP Med Supp logo</p> <p>LEGAL SUPER: AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP79171 GPS-1 (G-36000-4). In some states plans may be available to persons under age 65 who are eligible for Medicare by reason of disability or End-Stage Renal Disease.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] TTY:711 Call now for Free Guide</p>	<p>...covers about 80% of your Part B medical expenses.</p> <p>The rest is up to you.</p> <p>Call now and find out about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p>

VIDEO	AUDIO
<p>20. Cut to super on sweep.</p> <p>SUPER: All Medicare Supplement Plans help pay for what Medicare doesn't.</p> <p>LEGAL SUPER: Not connected with or endorsed by the U.S. Government or the federal Medicare program.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>Like all standardized Medicare supplement plans, they help pay some of the difference.</p>
<p>21. Cut to super on sweep.</p> <p>SUPER: Medicare Supplement Plans could save you in out of pocket medical costs</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>And could save you in out-of-pocket medical costs.</p>
<p>22. Cut to CU of keyboard and bass player interacting.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>(SFX: BAND CONTINUES)</p>

VIDEO	AUDIO
<p>23. Cut to super in band's environment.</p> <p>SUPER: Medicare Supplement Plans let you visit any doctor or hospital.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>You'll be able to visit any doctor or hospital that accepts Medicare patients.</p>
<p>24. Cut to super in band's environment.</p> <p>SUPER: Plus, there are no networks or referrals needed.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>Plus, there are no networks, and you never need a referral to see a specialist.</p>

VIDEO	AUDIO
<p>25. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call now for a free Decision Guide.</p> <p>LEGAL SUPER: Call a licensed insurance agent/producer at the toll-free number shown in this advertisement for complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>So don't wait. Call now to request a free Decision Guide to help you understand Medicare.</p>
<p>26. Cut to medium shot from over the shoulder of guitar player.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>And which AARP Medicare Supplement Plan might work best for you.</p>
<p>27. Cut to wide shot of band members.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>There's a range to choose from, depending on your needs and your budget.</p>

VIDEO	AUDIO
<p>28. Cut to super in band's environment.</p> <p>SUPER: Medicare Supplement Plans travel with you.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] Call now for Free Guide</p> <p>29. Cut to super and membership card on sweep.</p> <p>GRAPHIC: membership card</p> <p>SUPER: Millions have enrolled already.</p> <p>LEGAL SUPER: From a report prepared for UnitedHealthcare Insurance Company by ORC International, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," March 2012, www.uhcmedsupstats.com or call 1-800-523-5800 to request a copy of the full report.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] Call now for Free Guide</p>	<p>And they all travel with you – anywhere in the country.</p> <p>Best of all, you'll be joining the millions who have already enrolled in the only...</p>

VIDEO	AUDIO
<p>30. Cut to super and membership card on sweep.</p> <p>GRAPHIC: membership card</p> <p>SUPER: The only plan of its kind endorsed by AARP.*</p> <p>LEGAL SUPER: *AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] Call now for Free Guide</p>	<p>...Medicare Supplement Insurance Plans endorsed by AARP, an organization serving the needs of people 50 and over for generations.</p>
<p>31. Cut to wide shot of band members.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>(SFX: BAND CONTINUES)</p>

VIDEO	AUDIO
<p>32. Cut to super on sweep.</p> <p>SUPER: Medicare Supplement Plans help pay for what Medicare doesn't.</p> <p>LEGAL SUPER: This is a solicitation of insurance. A licensed insurance agent/producer may contact you.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>Remember, all Medicare supplement insurance plans help cover some of what Medicare doesn't pay.</p>
<p>33. Cut to super on sweep.</p> <p>SUPER: And could save you in out-of-pocket medical costs.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>And could save you in out-of-pocket medical costs.</p>

VIDEO	AUDIO
<p>34. Cut to super in band's environment.</p> <p>SUPER: Medicare Supplement Plans let you visit any doctor or hospital.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>You'll be able to choose any doctor or hospital that accepts Medicare patients.</p>
<p>35. Cut to super in band's environment.</p> <p>SUPER: Plus, there are no networks or referrals needed.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>And you never need referrals.</p>

VIDEO	AUDIO
<p>36. Cut to super and Decision Guide on sweep.</p> <p>GRAPHIC: Decision Guide</p> <p>SUPER: Call today.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo</p>	<p>So call now to request a free Decision Guide and learn more.</p>
<p>37. Cut to medium shot of band.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>After all, when you're going the distance, it's nice...</p>
<p>38. Pan across to drummer.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>...to have the experience...</p>
<p>39. Cut to CU of guitar.</p> <p>LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo</p>	<p>...and commitment to go along with you.</p>
TV300ST	

VIDEO	AUDIO
<p data-bbox="94 520 586 590">40. End on band members high-fiving.</p> <p data-bbox="167 632 568 743">LOWER THIRD SUPER: [1-XXX-XXX-XXXX] AARP Med Supp logo</p> <p data-bbox="167 785 568 972">LOWER THIRD SUPER: [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo TV300ST</p> <p data-bbox="94 2011 233 2047">TV300ST</p>	<p data-bbox="675 520 1284 556">Keep dreaming. Keep doing. Go long.</p>

SERFF Tracking Number:	UHLC-128482590	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	
Company Tracking Number:	TV300ST		
TOI:	MS08G Group Medicare Supplement - Standard	Sub-TOI:	MS08G.001 Plan A 2010
	Plans 2010		
Product Name:	GROUP MEDICARE SUPPLEMENT		
Project Name/Number:	ADVERTISING/TV300ST		

Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	STATEMENT OF VARIABILITY	Filed-Closed	06/20/2012
Comments:			
Attachment:			
	SOV.pdf		

Statement of Variability

TV300ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info). The URL may or may not appear depending on where/when the ad is used.

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).